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ABSTRACT

This learning activity packet is designed to help students to acquire a competency: how to use an understanding of fashion history in preparation for a career in the fashion industry. The unit consists of the competency, three objectives, suggested learning activity, transparency masters, and a pretest/posttest with answer keys. The activity is a presentation of material covered in the unit to the students in a group. An outline and teaching suggestions are provided. (KC)

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# 20th CENTURY FASHIONS

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## TEACHER EDITION

## Marketing Education LAP's

CIMC

Oklahoma Department of
Vocational and Technical Education
1500 West Seventh Avenue
Stillwater, OK 74074-4364

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# 20th Century Fashions

Developed by the
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COMPETENCY: How to use an understanding of fashion history in preparation for a career in the fashion business.

OBJECTIVES:

A Understand the reasons for a knowledge of fashion history

B Understand the evolution of fashion in the twentieth century

C Familiarize yourself with fashion terms applied to designs in the twentieth century

I. GROUP LEARNING ACTIVITIES FOR OBJECTIVES A, B, C

The lesson should begin with a group presentation of all the key topics covered in this LAP. The transparencies are provided to help you and the student better understand the fashions of each era. It may be helpful to the student if a packet of the fashion illustrations were made by duplicating the transparencies.

Message

A. 1. Discuss the reasons why those in the fashion business need an understanding of fashion history.

2. Discuss the environmental influences that effect the clothing that we wear. Help the students to understand that the fashions that we have worn are not just fashions but are results of the environment.

3. Fashion theorists have given us reasons as to why man wears clothing. Discuss the reasons given on the transparency. Lead a group discussion on examples of clothing that is worn due to each of the reasons.

B. 4-13. In order to meet objective B, students will need to understand what the fashions of each decade were. These transparencies give an overview of the fashions of each decade.

4. This transparency illustrates how fashions have evolved over the century. Discuss hemlines, environmental influences, and social trends.

5. 1) Example of an hourglass silhouette
2) Matching coat and dress (ensemble)
3) Bathing suit of the 1900's
4) Tennis wear of the 1900's
5) Popular hairstyle
6) Gibson girls wore hats like this
7) The automobile required veiling to secure hats
8) Buttoned, high boots were worn by most
9) The leather oxford

6. 1) Popular dress style of the 1910's
2) The hobble skirt was dominant
3) Women's riding attire
4) The tango evening dress
5) Large toque — introduced in 1912

6) Small toque — introduced in 1913
7) Merry Widow hat of 1910, with widow plume

7. 1) Evening dress of the 1920's
2) Evening dress of the 1920's
3) Popular suit style of the 1920's
4) Flapper dress
5) Boyish hairstyle of the 1920's
6) Cloche — always worn pulled down over the eyes
7) Strapped pump — 1922
8) Gauntlet glove

8. 1) Popular dress of the 1930's
2) Ensemble of the 1930's
3) Bathing suit of the 1930's
4) Sportswear (golf)
5) Hairstyle
6) Pillbox hat
7) Halo hat
8) Draped turban
9) Resort T-strap sandal
10) Barefoot sandal for evening wear

9. 1) Ensemble of the 1940's
2) Coat style
3) Christian Dior's suit
4) Bathing suit
5) Hairstyle
6) Snood-style hat
7) Mannish fedora hat
8) Beret — worn on the side during the 40's
9) Shank's Mare — First flat-heeled shoe that was widely accepted for street wear
10) Open-toed wedgie pump — 1940
11) Ballet slipper by Capezio

10. 1) Trapeze dress by Dior
2) Casual wear
3) Bathing suit
4) Chanel suit
5) Chemise by Baleciaga and Givenchy
6) Hairstyle
7) Half-hat with veiling — 1952
8) Chignon hat — 1958
9) Cage of veiling — 1955
10) Penny Loafer
11) Chanel's two-toned shoe — 1956

11. 1) Mini-skirt and body stocking
2) Coat with mini-skirt
3) Bikini-style bathing suit
4) Hippi look — bell-bottom pants
5) Hairstyle — 1964
6) Sport watch — 1963

7) Knit hat
8) Driving glove — 1966
9) Gladiator sandal — 1964
10) St. Laurent over-the-knee boot — 1963
11) Fishnet hose — 1963

12. 1) Maxi-dress — for daywear
2) Fur-trimmed coat
3) Jumpsuit with western boot
4) String bikini bathing suit
5) Long flowing hairstyle
6) Beret — worn for warmth
7) Variety of jean styles
   a) baggies
   b) straight legs
   c) elephant bells
   d) flares
8) Platform sandal — 1972

13. 1) Ensemble — layered look
2) Activewear
3) Cut-out styled bathing suit
4) Eveningwear
5) Unstructured hairstyle
6) Knit hat — worn for warmth
7) Athletic shoe — worn by all
8) Leather boot

# Why Do We Study The History of Fashion?

- To get design ideas
- To understand fashion cycles
- To understand the influences of our environment on the clothes that we wear
- To appreciate clothes of other eras

# What Influences the Clothes That We Wear?

- Political Conditions
- Available Resources
- Social Pressures
- Economic Conditions
- Design Cycles

# Why Do People Wear Clothing

- Physical protection from the elements
- Magical or religious reasons
- Group Identification
- Status or Rank identification
- Practical reasons
- Non-verbal communication
- Creative expression
- Beauty
- Modesty
- Sexual Attraction

# 20th Century Fashions

# 1900's

# 1910's

# 1920'S

# 1930's

# 1940's

1950'S
1
2
3
4
5
6
7
8
9
10
11

# 1960's

# 1970's

1

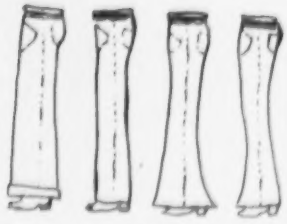
2

3

4

5

6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8

# 1980's

POSTTEST

Directions: identify the best answer for the following questions. Record your responses on a separate sheet of paper.

OBJECTIVE A

1. Which of the following influences the fashions we wear?

   a. Political Environment
   b. Social Environment
   c. Economic Conditions
   d. All of the above

2. A military uniform is an example of which of the following reasons for wearing of clothing.

   a. Religious reasons
   b. Group Identity
   c. Creative Expression
   d. Modesty

3. Identify World War II's major impact on the fashion industry.

   a. Limitation of available resources
   b. Japanese influence on dress
   c. German influence on dress
   d. Children's adoption of sailor hats during play

4. Which of the following was NOT a source of information for historians and anthropologists' study of costume?

   a. Magazines
   b. Paintings
   c. Sculpture
   d. Home furnishings

OBJECTIVE B

5. Identify the dominant silhouette during the 1900's.

   a. The hobble skirt
   b. The hourglass shape
   c. Bouffant skirts
   d. Ensembled attire

6. Which of the following was the fashion center of the world in the 1900's?

   a. United States
   b. Italy
   c. Milan
   d. Paris

7. Bathing suits in the 1900's were made of:

   a. Lycra
   b. Elasticized yarns
   c. Rayon
   d. Wool serge

8. Which of the following dances influenced evening wear of the 1910's?

   a. Charleston
   b. Two-step
   c. Tango
   d. Rumba

9. The hobble skirt was:

   a. Dominant silhouette style of the 1910's
   b. Narrow at the bottom
   c. Straight
   d. All of the above

10. What political event of the 1920's gave rise to freedom of dress for women?

   a. Hitler's death
   b. Women's right to vote
   c. Roosevelt's election
   d. France and U.S. allied relations

11. Spectator sportswear originated for which of the following reasons?

   a. So women could participate in baseball
   b. To create jobs in the sweat shops
   c. To wear while watching sporting events
   d. To gain equality with men in sports

12. What happened to hemlines in the 1930's?

   a. They rose above the knee
   b. They gained circumference
   c. They lowered to near ankle length
   d. They were slit to gain ease of movement

13. What was the most popular accessory in the 1930's?

   a. Parasols
   b. Jewelry
   c. Hats
   d. Shoes

14. The distinctive American look during World War II was based on:

a. Military uniform
b. Folk fashion
c. Nazi regime
d. Nylon fabrications

15. The designer said to be the most influential in the 20th century was:

a. Coco Chanel
b. Liz Claiborne
c. Anne Klein
d. Christian Dior

16. The most influential contribution of Dior was:

a. Gold watches
b. The NEW Look
c. Large plumed hats
d. Extravagant eveningwear

17. Immediately following World War II, what occurred that would influence designers and marketers for the next several decades?

a. The bombing of Pearl Harbor
b. The birth of the baby-boom generation
c. The perfection of rayon
d. The assassination of President Kennedy

18. The Hippi look was best characterized by:

a. Long hair
b. Blue jeans
c. Bare feet or sandals
d. All of the above

OBJECTIVE C

19. Which First Lady popularized the pill box hat?

a. Pat Nixon
b. Nancy Reagan
c. Lady Bird Johnson
d. Jacqueline Kennedy

20. The Nehru Jacket's influence came from which country?

a. China
b. France
c. India
d. Germany

21. Fishnet stockings were popular in what decade?

a. The 1900's
b. The 1960's
c. The 1940's
d. The 1890's

22. A skirt/short combination style is referred to as:

a. Peddle pushers
b. Pantaloons
c. Culottes
d. Cloches

23. The first flat heeled shoe to be accepted for street wear was:

a. The wedged platform
b. The shanks mare
c. Capezio slipper
d. Mary Janes

24. Metal reinforcements placed at stress points on jeans and overalls are called:

a. Ramulets
b. Corsets
c. Girdling
d. Rivets

25. The most popular hat during the 1920's was:

a. The cloche
b. Toque
c. Merry Widow plumed hats
d. The beret

Each question is worth 2 points each for a total of 50 points.

PRETEST KEY
(Before you begin)

1. To gain an understanding of fashion cycles and evolution, origination of designs, and environmental influences.

2. Fashion design, fashion illustrator, fashion retailing, fashion promotion, fashion buyer, fashion merchandiser, etc.

3. 1900 — Hourglass silhouette, hats, ensembles
   1910 — Hobble skirts, costume jewelry, tango dresses
   1920 — Flapper dresses, tunic dresses, spectator sportswear
   1930 — Hats, elasticized bathing suits, t-shirts
   1940 — Nylon stockings, NEW look, folk fashion, "busty" looks
   1950 — Bouffant skirts, penny loafers, slim skirts, casual
   1960 — Hippi looks, Edwardian looks, Futuristic looks, go-go boots
   1970 — Disposable clothes, wrap skirts, designer labels, platform shoes
   1980 — Active wear, athletic shoes, Lauren looks

   (other answers could apply)

4. Political, social, economic, available resources, design cycles.

5. Christian Dior

6. Rose to all-time highs

7. Tennis (Golf could be argued here)

8. A small brimmed hat of various materials was worn pulled down over the eyes in the 1920's

9. Slim skirt, narrowing at the ankle worn during the 1910's.

POSTTEST KEY

1. d
2. b
3. a
4. d
5. b
6. d
7. d
8. c
9. d
10. b
11. c
12. c
13. c
14. b
15. d
16. b
17. b
18. d
19. d
20. c
21. b
22. c
23. b
24. d
25. a